



*News From*

# **Maggie Brooks**

## *Monroe County Executive*

**For Immediate Release**  
Thursday, August 4, 2005

### **BROOKS KICKS OFF BUCKS FOR THE BABY CAMPAIGN**

***Chase-Pitkin to Support Fundraising Efforts,  
RMSC Preschool Makes First Donation***

Monroe County Executive Maggie Brooks announced the official launch of the Bucks for the Baby fundraising campaign, a community-wide campaign to raise money to help build the new Elephant Exhibit at Seneca Park Zoo. Genny C is expecting a baby in March 2006. The first-time mother is now in the 15<sup>th</sup> month of her 22-month pregnancy.

The Bucks for the Baby Committee has been asked to raise \$250,000 to support the new Elephant Exhibit at the Zoo while generating community pride and support for the project. Brooks announced that Gabe and Jean Dalmath will Chair the Bucks for the Baby Committee. Gabe is a former news anchor at Channel 10 and currently Vice President of Dalmath Associates. Jean is President of Dalmath Associates.

*"Genny C's pregnancy was the catalyst for us to rally as a community and put together a plan to build a new, more spacious exhibit for our elephants," said Monroe County Executive **Maggie Brooks**. "Today, I am pleased to announce the formal kick-off of our Bucks for the Baby fundraising campaign. Bucks for the Baby will engage our entire community – young and old alike – and give everyone an opportunity to be a part of this exciting new development for the Zoo and our community."*

*"When Maggie Brooks asked us to chair the Bucks for the Baby Committee, my wife Jean and I accepted with great enthusiasm," said **Gabe Dalmath**, Chair of the Bucks for the Baby Committee and Vice President of Dalmath Associates. "The Seneca Park Zoo is a tremendous asset to our community and the new Elephant Exhibit will be a great addition for children and families to enjoy for years to come. I look forward to working with the committee members to support the Bucks for the Baby campaign."*

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## **Bucks for the Baby – Page 2**

The new Elephant Exhibit will be located north of the Rocky Coast exhibit, in an undeveloped area. The new Elephant Exhibit will measure approximately 27,000 square feet. It will include a 10,000 square foot barn, 1,600 square feet of visitor space and a large yard area, which will include a pool. The exhibit will exceed AZA (American Zoo and Aquarium) standards for elephant care and management. The new exhibit space will also allow for additional herd growth, maintaining the Seneca Park Zoo's commitment to long-term reproduction of African Elephants.

Brooks also joined Bill Strassburg, President of Chase-Pitkin and President of the Board of Trustees of the Seneca Park Zoo Society, to announce that Chase Pitkin will join in the fundraising effort by allowing customers to donate to the Bucks for the Baby campaign at Chase-Pitkin checkout counters. In exchange for a donation to Bucks for the Baby, at one of 10 Chase-Pitkin stores in the Greater Rochester area, individuals will receive a sticker of the official Bucks for the Baby logo.

*"We are pleased to have this opportunity to participate in the Bucks for the Baby campaign," said **Bill Strassburg**, President of Chase-Pitkin and President of the Board of Trustees of the Seneca Park Zoo Society. "The new Elephant Exhibit will be a great addition to the Seneca Park Zoo. Chase-Pitkin is delighted to be involved in this worthwhile cause for the community. We thank County Executive Maggie Brooks for her commitment to make our Zoo a better institution."*

Also at this morning's kick-off, children from the Rochester Museum & Science Center Preschool presented Brooks and Dalmath with a \$250 check – the first donation to the Bucks for the Baby campaign.

*"I thank Bill Strassburg and Chase Pitkin for stepping up to the plate to support the Bucks for the Baby campaign," said **Brooks**. "I also thank the children from RMSC for being the first to donate to Bucks for the Baby. I know they worked hard to collect the money and they deserve our thanks and appreciation."*

Starting today, individuals can donate to Bucks for the Baby on the Seneca Park Zoo Society website at [www.senecaparkzoo.org](http://www.senecaparkzoo.org). Special donation boxes have also been set up at the Zoo.

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### **Bucks for the Baby – Page 3**

Bucks for the Baby will be a yearlong campaign, concluding in August 2006. Additional activities and events will be announced as they are planned, giving the community the opportunity to support the campaign and the new Elephant Exhibit.

The following individuals will serve on the Bucks for the Baby Committee:

Gabe and Jean Dalmath, Chair  
Brett Apthorpe, Monroe #1 BOCES  
Rachel August, Executive Director of the Seneca Park Zoo Society  
Mary Barnum, Rochester Teachers Association  
Matt Basile, Clear Channel  
Lydia Boddie-Rice, RG&E  
Dan Budzinski, Time Warner Communications  
Sara Cardillo, M&T Bank  
Steve Dawe, 13 WHAM TV  
Mike Doyle, Entercom Radio  
Mike Forder, WB16  
Jonathan Friedlander, EquiCenter  
Dr. Bryce Hauschildt, Veterinarian at Jefferson Veterinary Hospital  
Matt Kilmer, Merrill Lynch  
Margaret Kilmer, Partners + Napier  
Sharon Levine, GRVA  
John Martin, WROC TV 8  
Barbara Pierce, Dixon Schwabl  
Penny Pratt, Xerox Federal Credit Union  
Debbie Richards, Clear Channel  
Kim Waver, Dixon Schwabl  
Bob Wawrzyniec, FOX Rochester

*“Monroe County’s Seneca Park Zoo is one of the top family attractions in our community. In a little more than a year from now, it’s going to be better than ever,” said **Brooks**. “Let’s all work together to make Bucks for the Baby a success and welcome our new baby elephant with a great place to call home.”*

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